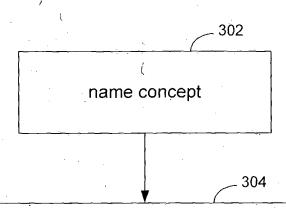


202

define a set of term-based concepts, each concept including a set of terms useable in computerized searches, and each concept capable of being valued based on a set of one or more parameters

204

using the networked computer system, allow transactions in instruments associated with the concepts, the instruments capable of being valued based on the value of the associated concepts



use algorithm to facilitate determination of a set of search terms for the concept

Purchase a concept future instrument relating to the value of the concept

308

306

trade, sell, buy or exchange the instrument using the networked computer system

402

determine a concept or select an existing concept

404

Purchase a concept future instrument relating the value of the concept as determined by measure of demand for the concept as a search-based advertising

406

trade, sell, buy or exchange the instrument using the networked computer system

- 502

determine a concept or select an existing concept

504

place a bet relating to the future value of the concept

- 506

obtain payoff on the bet based on demand associated with the bet, a value of the concept at a future time or through a future period, or both